

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Required Report - public distribution

Date: 8/19/2010

GAIN Report Number: SP1015

EU-27

Stone Fruit Annual

2010

Approved By:

Robert Hanson
Agricultural Attaché
US Embassy Madrid

Prepared By:

Arantxa Medina
Agricultural Assistant

Report Highlights:

EU-27 production of peaches and nectarines in MY 2010/11 is estimated at 3.8 million MT. The main producing countries have been affected by unfavorable weather conditions suffered all across Europe, mainly frost and hail. This resulted in a 5 percent smaller harvest for the EU-27 as compared to the previous MY. Total cherry production in MY 2010/11 is expected to slightly surpass 611,000 MT, a decrease when compared to the previous MY, due to lower production figures in all producing countries, particularly in Poland.

Executive Summary:

Disclaimer: This report presents the situation and outlook for stone fruit including peaches, nectarines and cherries in the EU-27. The report presents the views of the authors and does not reflect the official view of the U.S. Department of Agriculture (USDA). The data are not official USDA data.

This report would not have been possible without the valuable expert contributions from the following Foreign Agricultural Service analysts:

Arantxa Medina	FAS/Madrid covering Spain and Portugal
Stefano Baldi / Ornella Bettini	FAS/Rome covering Italy and Greece
Xavier Audran	FAS/Paris covering France
Agata Kingsbury	FAS/Warsaw covering Poland
Mila Boshnakova	FAS/Sofia covering Bulgaria
Sabine Lieberz	FAS/ Berlin covering Germany
Tania de Belder	USEU/FAS Brussels

Abbreviations and definitions used in this report

GTA	Global Trade Atlas
Ha	hectare; 1 ha = 2.471 acres
HS Codes	Harmonized System codes for commodity classification used to calculate trade data.

Peaches and nectarines	HS Code 080930
Cherries	HS Code 080920

MT	Metric ton = 1,000 kg
MS	EU member state(s)
MY	Marketing year: January/December

Commodities:

Fresh Peaches & Nectarines

Production:

The main EU-27 producers of peaches are Italy, Spain, Greece and France. There is also limited production in other EU MS, including Hungary and Bulgaria. While Italy stands out as the largest producer, Spain is the major exporter due to its early season harvest. Greece is the major EU peach processor.

Commercial peach and nectarine production in MY 2010/11 for the EU-27 is estimated at 3.8 million MT. The unfavorable weather that occurred all across Europe - particularly hail - has caused this reduction in production. The most affected regions were those in the active hail belt that extends from the Iberian Peninsula to northern Greece. Production in the main producing countries is indicated below:

Major EU Producers of Peaches and Nectarines by Volume in MT

COUNTRY	MY 2008/09	MY 2009/10	MY 2010/11
Italy	1,519,787	1,578,478	1,474,337
Spain	1,244,300	1,191,300	1,129,300
Greece	836,500	822,000	810,000
France	299,100	348,300	313,300

Source: FAS Europe offices

Italy is the largest peach and nectarine producer in the European Union (EU) and ranks second in the world after China. Stone fruit production plays a key role in the agricultural sector of several northern Italian regions, especially Emilia-Romagna and Campania, which is located in an active hail belt that extends from the Iberian Peninsula to northern Greece. In general, stone fruit orchards (free stone peaches, nectarines, cherries, apricots and plums) occupy around 1.3 percent (154,900 hectares) of Italian agricultural land, of which peach and nectarine orchards occupy about 93,100 hectares. The bulk of the Italian harvest occurs in June and July.

MY 2009/10 is considered one of the worst in the past 30 years for Italian stone fruit producers and the industry in general. The global financial crisis led to both shrinking export demand and greater competition, which resulted in lower farm gate prices and shrinking (or even negative) margins and forced some farmers to leave fruit on the trees or even to destroy their orchards. Additionally, due to unusual weather, both the northern and southern crops ripened at about the same time, causing a larger than normal quantity to be marketed in a shorter period of time further weakening prices.

Italy's MY 2010/2011 crop has been severely damaged by strong May and June hailstorms, especially in the northern regions and particularly in Emilia-Romagna, which produces most of Italy's nectarine crop. Cool and rainy weather prior to harvest also delayed the crop and reduced production. Industry

sources estimate an overall 6.6% decline in production, with a significant decrease in the nectarine harvest.

Industry sources generally expect MY 2010/11 prices to be better than the previous year due to a combination of lower production and increased demand (both intra-EU and export). Nevertheless, many fruit producing cooperatives and farmers are finding ways to avoid being absolute price-takers by increasing the efficiency of Italy's notoriously bureaucratic distribution and marketing chains.

The latest forecast by the Spanish Ministry of the Environment and Rural and Marine Affairs (MARM), peach and nectarine production in Spain for MY 2010/11 is expected to be around 5 percent lower than previous MY. The rain and frosts recorded during the months of March and April affected the normal development of the fruit. Thus, the season was delayed on average by one week. Also, adverse weather conditions affected mainly Andalucia, Extremadura and Murcia. In the southern part of Spain, the rains not only caused the loss of part of the production, but also damaged trees, due to the excess of water, causing root suffocation. Catalonia's production figure remain virtually the same as previous MY. On the contrary, Aragon's production increased from 176,400 MT in MY 2009/10 to 201,900 MT in MY 2010/11.

Greece is the third largest producer of peaches in the EU-27, after Italy and Spain. Greek farms are typically four to five hectares, much smaller than the average size in either the EU or the United States. According to industry estimates, there are approximately 42,600 hectares currently cultivated for peaches and nectarines. The main producing areas include six territories (Imathia, Pella, Pieria, Kozani, Larissa, and Kilkis) of Central Macedonia and Thessaly, located in northern Greece. Most of the crop is harvested in June and July.

MY 2010/11 peach and nectarine production is forecast at 810,000 MT, significantly down from the previous year due to unusually cold winter weather and heavy hail storms in spring 2010 that severely damaged the crop. The MY 2009/10 initial estimate (900,000 MT) has been revised downward to 822,000 MT (consisting of 733,900 MT of peaches and 88,100 MT of nectarines) to reflect current estimates.

In France, both areas and production of peaches and nectarines for MY 2010 are forecasted to be down from previous MY. The decrease in peach and nectarines orchards is speeding up (minus 6 percent per year) due to poor economic result and sharka virus infestation.

Late frost also made their toll on this year's harvest in south of France. Poor weather conditions also led to an excess of small size fruits, especially at the beginning of the commercial season. Competition from Spanish peaches was also strong in the beginning of the MY. The market for specialties peaches such as doughnut peaches is also growing. Use of peaches for processing is slightly increasing, driven by the demand for juices and nectars, especially multi-fruits juices and nectars.

Consumption:

Most Italian and Spanish peaches and nectarines are for fresh consumption—both domestically and for export. Consumers in these countries generally prefer larger fruits, while the export markets prefer smaller fruits. Domestic consumption is strongly related to price, increasing largely when prices are lower and decreasing when crops are abundant and prices are higher.

In Greece, nectarine production is mainly destined for the fresh market, while peaches are marketed for both the fresh and processing industry. Freestone peaches are marketed for fresh consumption, while clingstone peaches are predominantly used in processing (although some are consumed fresh).

Demand for peach purée, which uses a large amount of fresh peaches, is expanding in Greece and most Greek peach processors have started a purée line. The EU subsidizes approximately 40 percent of the financing for investment in new product lines, including purée equipment, which costs between €1.5 and €2 million to install.

Trade:

The EU is a net exporter of peaches -- with exports largely exceeding imports. Most trade occurs within the EU. The main customers of the major producing countries are other Member States.

Imports

As indicated in the table below, the main supplier of peaches to the EU is Chile, accounting for almost half of total imports in MY 2009/10. More than half of total imports are sourced in the southern hemisphere and are exported during the European off-season.

EU-27 Imports of Peaches and Nectarines by Origin in MT

Country of origin	MY 2007/08	MY 2008/09	MY 2009/10
Chile	16,766	18,664	16,672
South Africa	4,878	4,548	5,194
Morocco	3,426	3,316	4,694
Egypt	2,626	1,644	2,211
Turkey	2,681	4,492	2,163
Argentina	3,814	3,124	1,691
Others	7,488	6,751	3,273
Total Imports	41,679	42,539	35,898

Source: GTA

Exports

The main destinations for EU-27 peaches continue to be Russia, Switzerland and Ukraine.

The EU's major producers compete for sales within the European market. Thanks to an earlier

harvesting period, Spain dominates the European market in May-June. During this period, there are also substantial shipments of Spanish peaches to its major EU competitor -- Italy -- as well.

The importance of exports for the Spanish peach sector is increasing. During the summer, exports of Italian peaches remain strong; however, Spanish market share continues to rise. As for Greece, exports to fellow EU members face stiff competition from Italy and Spain.

Italy is a major peach and nectarine exporter, mainly within the EU-27. Despite strong competition from Spain and Greece, Italian peach and nectarine exports increased in MY 2009/10 and are expected to increase again in MY 2010/11, mainly due to Russia and other Eastern European countries re-opening their markets and to a lower harvest in Spain, France, and Greece.

However, despite an increase in export quantity, the value of exports dropped from €340.7 million in 2008 to €237.3 million in 2009—or about 30 percent. This clearly shows the effects previously mentioned in this report of the 2009 price drop as a result of both oversupply and the financial crisis. Industry sources expect the MY 2010/11 decline in EU-27 peach and nectarine production will result in slightly higher prices and increased Italian exports.

Greece is an important exporter of fresh and canned peaches. MY 2010/11 exports of fresh peaches and nectarines are forecast to decrease by about 25 percent to due to reduced supplies and competition from other producers.

EU-27 Exports of Peaches and Nectarines by Destination in MT

Country	MY 2007/08	MY 2008/09	MY 2009/10
Russia	92,603	104,246	102,069
Switzerland	25,421	26,915	30,907
Ukraine	30,619	26,473	26,825
Norway	10,153	9,726	10,295
Belarus	8,634	5,666	6,084
Brazil	2,258	2,930	5,667
Others	24,422	20,007	25,711
Total Exports	194,110	195,963	207,558

Source: GTA

Production, Supply and Demand Data Statistics:

Fresh Peaches & Nectarines EU-27	2008			2009			2010			
	2008/2009			2009/2010			2010/2011			
	Market Year Begin: Jan 2008			Market Year Begin: Jan 2009			Market Year Begin: Jan 2010			
	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	
			Data			Data			Data	
Area Planted	245,523		244,791	245,388		244,805			243,995	(HA)
Area Harvested	230,951		230,436	230,888		230,913			228,817	(HA)
Bearing Trees	0		0	0		0			0	(1000 TREES)
Non-Bearing Trees	0		0	0		0			0	(1000 TREES)
Total Trees	0		0	0		0			0	(1000 TREES)
Commercial Production	4,083,541		3,974,915	4,192,111		4,032,665			3,806,737	(MT)
Non-Comm. Production	0		0	0		0			0	(MT)
Production	4,083,541		3,974,915	4,192,111		4,032,665			3,806,737	(MT)
Imports	39,640		42,539	40,000		35,898			38,000	(MT)
Total Supply	4,123,181		4,017,454	4,232,111		4,068,563			3,844,737	(MT)
Fresh Dom.	3,291,484		3,044,133	3,397,808		3,163,434			2,881,721	(MT)
Exports	196,091		195,963	190,000		207,558			200,000	(MT)
For Processing	617,606		777,358	626,303		697,571			763,016	(MT)
Withdrawal From	18,000		0	18,000		0			0	(MT)
Total Distribution	4,123,181		4,017,454	4,232,111		4,068,563			3,844,737	(MT)

Note: Reporting on the quantity of specific fruit withdrawn from the market is no longer be available. In Spain, for instance, the reporting of withdrawal data has been decentralized; each autonomous region is responsible for sending data to the national authorities. Information available at the national level will be based on total quantity of all commodities withdrawn from the market, not by individual product.

Commodities:

Fresh Cherries, (Sweet & Sour)

Production:

Cherry production in the main EU-27 producing countries is indicated below:

Major EU Cherry Producers by Volume in MT

COUNTRY	MY 2008/09	MY 2009/10	MY 2010/11
Poland	243,000	240,000	183,000
Italy	106,189	134,905	116,179
Spain	72,500	96,400	87,600
Germany	36,818	61,108	55,600

Source: FAS Europe offices

Production of cherries in Poland for MY 2010/11 is estimated at 183,000 MT, down 23 percent from previous season. Current MY production is low due to poor weather conditions in spring and summer and to the lack of crop protection. Fruit set was not good and diseases affected trees and farmers did not have enough money from previous seasons to treat these diseases. Furthermore, due to the heavy rains, it was too wet to use agricultural machinery in the orchards. Some of the orchard regions were flooded this year, causing the destruction of trees.

It is a difficult year for processors because the demand is higher than the supply; this situation pushes prices up. Next year, the area planted is expected to decrease due to the cutting of ill trees and to the fact that there are no young trees in the nurseries available to replant. Should the weather be more favorable next year, production may be back to normal figures.

Although Italian cherry production is second in the EU-27 after Poland, industry sources generally consider it to be of marginal importance as only small amounts are traded. The MY 2010/2011 cherry harvest has been severely affected by bad weather, including hail storms, hard rain, cold temperatures, and reduced sunlight, especially during the ripening and harvesting period. As a result, overall production is expected to be even lower than the 2009 crop, which is estimated at 116,179 MT. Italy is generally self sufficient in cherries, which are mainly consumed fresh. Given reduced production, Italy may again import cherries from within the EU during MY 2010/11.

Spanish cherry production for MY 2010/11 is estimated at 87,600 MT, some 10 percent lower than the previous year. This result is largely due to the frosts affecting the pollination during the flowering period of the cherry trees in the Extremadura region. This situation caused a delay in the flowering of the trees and a delay in the arrival of the fruit to the market. The main reason of the flowering delay was the cold. In the Jerte Valley, the main producing region in Extremadura, the cherry trees started the flowering 25 days later than usual. On the other hand, Aragon, the other cherry producing region in Spain, increased their production in MY 2010/11 by almost 40 percent, from 19,900 MT to 27,200 MT.

In Spain, cherry harvesting takes place between the end of April through mid-August. The dominant varieties are: *Napoleon*, which is sold fresh and used for jams; *Ambrunesa*, which is a late variety with a crispy consistency and sweet taste; and, *Burlat*, an early harvested variety bearing a thick fruit with red,

strong, juicy and sweet pulp. Some new varieties include *Starking*, *Lapins*, *Summit*, *Vittoria*, *Van* (California), *Picota* and *Sandy*. The sour varieties include *Richmond*, *Montmorency*, and *Morello*.

In Germany, total production for MY 2010 is forecast at 55,600 MT, of which sweet cherries comprise 34,600 MT and tart cherries 21,000 MT. This is a 9 percent decrease compared to the harvested production of CY 2009 and 20 percent compared to total production. The main factors contributing to the lower production are a reduction in area, frost and hail damage, as well as the late blossoming date.

While the German sweet cherry area has been lingering around 5.4 million hectares in recent years, the area for tart cherries has been declining from 4.2 million ha in 2002 to 3 million ha in 2010. This is a result of strong competition from other EU member states. According to German industry sources EU tart cherry production area is too large compared to the demand. Thus, in this market environment, other member states such as Hungary and Poland, with lower production costs are more competitive than German producers.

French cherry production was down 17 percent in 2010 due to excess rains during pollination and the growing period, leading to some fruit burst. Quality is down with poor conservation. Prices were up 3 percent from 2009 in the early part of the season (May 2010) but collapsed afterward, due to the competition from Spanish cherries, leading some producers to stop the harvest. However, it regained some strength at the end of the season (July 2010). It seems that some consumers lower their purchase due to health concern (cherries is perceived as too full of sugar) and conservation problems (cherries do not last long and loose taste in refrigerators). Use of cherries for processing is stable, with cherry juice manufacturing gradually replacing cherry brandy and preserved cherries.

Consumption:

Consumption varies according to availability and price, and preferences vary greatly among MS. In countries such as Spain or Italy, domestic consumption is almost exclusively for fresh use, with minor amounts bought by the brining and processing industry.

In Germany, cherries are considered a seasonal product and stocked in supermarkets mainly during the German marketing season (July/August). Peaches, in contrast, are not widely grown in Germany but are stocked year-round. This explains the lower per capita consumption of cherries (2.4 kg) as compared to peaches (4 kg). This information refers to MY 2006/07, the latest data available. Nonetheless, consumption of cherries is twice as high as for plums (1 kg).

The use of tart cherries for processing is relatively stable at roughly 80 to 90 percent of domestic production. The majority of tart cherries are canned - over 80 percent - while the remainder finds its way into juice production. Processing of sweet cherries includes canning and distillation into spirits.

Trade:

External EU-27 imports are sourced from Turkey, the world's leading cherry producer. The main destinations for the major EU-27 producing countries are other Member States.

Imports

As shown in the table below, Turkey is the largest sweet cherries non-EU supplier. Imports from Turkey have recovered after the lower import figures in MY 2008/09 due to the reduced crop caused by unfavorable conditions. The main EU importer of cherries is Germany, followed by the Netherlands and the United Kingdom.

EU-27 Imports of Cherries by Origin in MT

Country of origin	MY 2007/08	MY 2008/09	MY 2009/10
Turkey	35,696	17,102	26,337
Chile	5,066	7,232	5,475
Serbia	10,110	1,933	5,078
United States	5,425	4,197	3,768
Canada	1,386	831	1,217
Argentina	1,504	1,548	1,180
Others	2,507	1,997	786
Total Imports	60,190	33,292	43,841

Source: GTA

Exports

The main destinations for EU-27 cherries in MY 2009/10 were Russia, Switzerland and Belarus.

EU-27 Exports of Cherries by Destination in MT

Country	MY 2007/08	MY 2008/09	MY 2009/10
Russia	6,824	20,694	24,143
Switzerland	994	1,468	2,270
Belarus	395	5,045	1,458
Croatia	121	2,478	1,146
Ukraine	23	238	758
Moldova	26	201	283
Others	986	1,077	813
Total Exports	9,369	31,201	30,871

Source: GTA

Production, Supply and Demand Data Statistics:

Fresh Cherries,(Sweet&Sour) EU-27	2008			2009			2010			
	2008/2009			2009/2010			2010/2011			
	Market Year Begin: Jan 2008			Market Year Begin: Jan 2009			Market Year Begin: Jan 2010			
	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	
			Data			Data			Data	
Area Planted	138,785		146,851	137,742		147,084			143,420	(HA)
Area Harvested	136,464		144,986	136,272		144,246			141,720	(HA)
Bearing Trees	0		0	0		0			0	(1000 TREES)
Non-Bearing Trees	0		0	0		0			0	(1000 TREES)
Total Trees	0		0	0		0			0	(1000 TREES)
Commercial Production	614,344		628,364	634,200		710,169			611,179	(MT)
Non-Comm. Production	0		0	0		0			0	(MT)
Production	614,344		628,364	634,200		710,169			611,179	(MT)
Imports	33,292		33,292	55,000		43,841			38,000	(MT)
Total Supply	647,636		661,656	689,200		754,010			649,179	(MT)
Fresh Dom.	360,512		432,815	401,510		447,479			431,829	(MT)
Exports	31,222		31,201	28,000		30,871			26,000	(MT)
For Processing	255,902		197,640	259,690		275,660			191,350	(MT)
Withdrawal From	0		0	0		0			0	(MT)
Total Distribution	647,636		661,656	689,200		754,010			649,179	(MT)

Stone Fruits

Policy:

Common Market Organization for Fruits and Vegetables

[Council Regulation 1182/2007](#) laying down specific rules to reform the Common Market Organization Reform (CMO) for fruit and vegetables (F&V). This reform aims to improve the competitiveness and market orientation of the F&V sector and to bring this sector in line with others that have already been reformed under the [Common Agricultural Policy \(CAP\)](#). The F&V reform has been fully incorporated in the Single common market organization (CMO) or [Regulation 361/2008](#). [Commission Regulation 1580/2007](#) lays down rules for implementation of the reform.

Producer Organizations (PO's) are the key elements in the EU's CMO for fruit and vegetables. PO's are legal entities established by producers to market commodities within the following categories: fruits and vegetables, citrus fruit, nuts, mushrooms, products intended for processing, and some cross-commodities.

EU subsidies are not paid to individual producers but are channeled through PO's. In order to qualify for EU subsidies, PO's must submit an operational program financed through an operational fund. The EU's financial contribution is paid directly into the PO's operational fund.

Reform of the EU Common Agricultural Policy (CAP)

Under CAP reform, the EU moved away from production-related single area payments. However, MS could opt to keep some of the production-related payments in place for a transition period. In the fruit and vegetable sector this mostly refers to aid for processing. The only transitional coupled payments that remain for Spain are related to tomatoes intended for processing (50 % of the envelope) and only until the end of 2010.

An "Overview of the implementation of direct payments under the CAP in Member States" can be found at: http://ec.europa.eu/agriculture/markets/sfp/pdf/ms_en.pdf

EU Marketing Standards for Fruits and Vegetables

Imports into the EU of fresh fruit and vegetables are checked for compliance with a general EU-harmonized marketing standard. [Commission Regulation 1221/2008](#) provides a general marketing standard for all fresh fruits and vegetables and repealing specific marketing standards for 26 products, including cherries. For 10 types of fruit and vegetables, specific marketing standards will remain in place, including peaches and nectarines. These standards apply at all marketing stages and include criteria such as quality, size, labeling, packaging and presentation.

Fresh fruits, vegetables and nuts are subject to phytosanitary controls and are checked for compliance with the quality standards and labeling requirements. A conformity certificate or a certificate of industrial use, to be obtained by the importer at the point of entry, is required for all shipments of fresh produce.

Certification of Plant Products

Plant products need a phytosanitary certificate to be exported to the EU. Phytosanitary certificates issued by an APHIS inspector are required to accompany fruit, vegetable and nut shipments. APHIS issues phytosanitary certificates in accordance with international regulations established by the [International Plant Protection Convention of the Food and Agriculture Organization of the United Nations](#). This standard-setting body coordinates cooperation between nations to control plant and plant product pests and to prevent their spread.

Council Directive 2000/29/EC contains provisions concerning compulsory plant health checks. The checks consist of documentary, identity and physical plant health checks to verify compliance with EU import requirements.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2000L0029:20100113:EN:PDF>

For an overview of EU mandatory and voluntary certificates, please visit:

<http://www.fas.usda.gov/posthome/useu/certificates-overview.html>

Tariffs

Imports of fresh fruit and vegetables are subject to the *Entry Price System* (EPS) which has been in place in its current form since the Uruguay Round. It is a complex tariff system that provides a high level of protection to EU producers.

In this system, fruits and vegetables imported at or over an established entry price are charged an ad valorem duty only. Produce valued below the entry price are charged a tariff equivalent in addition to the ad valorem duty. The tariff equivalent is graduated for products valued between 92 and 100 percent of the entry price. The ad valorem duty and the full tariff equivalent are levied on imports valued at less than 92 percent of the entry price.

The EPS is not necessarily discriminatory for the United States which tends to export high quality products. Thus, the goods arrive at a relatively high entry price and do not face any additional duty. Replacing the EPS with fixed tariffs could result in higher ad valorem duties.

Tariff levels for 2010 are published in EU regulation 948/2009. For details please refer to:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2009:287:FULL:EN:PDF>

Peaches and nectarines: see page 88

Cherries: see page 88

Maximum Residue Level for Fruit and Vegetables

The maximum residue levels (MRLs) are harmonized throughout the EU. For detailed up-to-date information, please visit: <http://www.fas.usda.gov/posthome/useu/pesticides.html>

Marketing:

EU Marketing Standards for Fruits and Vegetables

On July 1, 2009, [Commission Regulation 1221/2008](#) entered into force, providing a general marketing standard for all fresh fruits and vegetables and repealing specific marketing standards for 26 products, including cherries. For 10 types of fruit and vegetables, specific marketing standards will remain in place, including peaches and nectarines.

Fresh fruit and vegetable imports into the EU are checked for compliance with EU-harmonized marketing standards. These standards apply at all marketing stages and include criteria such as quality, size, labeling, packaging and presentation.

For detailed up-to-date information, please visit: <http://useu.usmission.gov/agri/Fruit-Veg.html>

Trade Shows

Trade shows in Europe offer excellent opportunities for U.S. exporters to make contact with potential clients or business partners from EU countries and other continents. The most important trade shows related to the fruit sector are:

Fruit Logistica Berlin, Germany (Interval: yearly) Target Market: Germany/EU/Central & Eastern Europe Good venue for exhibiting fresh and dried fruit, nuts and related products http://www.fruitlogistica.de	Next Fair: February 09-11, 2011	U.S. Pavilion Organizer: B*FOR International Tel: (540) 373-9935 Fax: (540) 372-1414
---	--	--

For organic products there is a special trade fair held annually in Nuremberg, Germany

Bio Fach Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe The leading European trade show for organic food and non-food products http://www.biofach.de	Next Fair: February 16-19, 2011	U.S. Pavilion Organizer: B*FOR International Tel: (540) 373-9935 Fax: (540) 372-1411
--	--	--

Author Defined:

Related reports from FAS EU offices

Report number	Title	Date released
EU-27 Reports		
USEU E48108	EU-27 EU Certification Guide	09/29/2009
USEU E49013	EU-27 Fruit & Vegetables : EU Marketing Standards	02/09/2009
USEU E48001	EU-27 Market Development Reports – Fruit and Vegetables	01/07/2008
Member State Reports		
Greece GR1002	Stone Fruit 2010	08/05/2010
Italy IT1033	Stone Fruit Report 2010	07/26/2010
Poland PL8021	Stone Fruit Annual	06/25/2008
Spain SP8008	Stone Fruit Annual	05/28/2008